

## Message Text

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ORIGIN COME-00

INFO OCT-01 AF-10 ISO-00 CIAE-00 EB-08 INR-07 LAB-04  
NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 /049 R

DRAFTED BY USDOC/BIC/OIM/AF- SMILLER:DFP

APPROVED BY AF/W-TWMSMITH

AF/EPS- LWHITE (DRAFT)

AF/W-RJKOTT (DRAFT)

-----150509Z 078829 /17

R 142045Z APR 77

FM SECSTATE WASHDC

TO AMEMBASSY LAGOS

UNCLAS STATE 084137

E.O. 11652: N/A

TAGS: BEXP, BGEN, NI

SUBJECT: LAGOS TRADE FAIR

TEXT OF PROPOSED SOLICITATION LETTER TO RECRUIT AMERICAN  
FIRMS FOR USG EXHIBITION AT LAGOS FAIR APPEARS BELOW.  
LETTER WOULD BE SENT TO THOSE FIRMS WHICH HAVE SUBSIDIARIES  
OR AGENTS IN LAGOS AS WELL AS TO THOSE WHICH HAVE EX-  
PRESSED INTEREST TO EITHER STATE OR COMMERCE WITH REGARD  
TO SELLING TO THE NIGERIAN MARKET.

1. DEAR (PERSONS NAME):

ON BEHALF OF THE UNITED STATES GOVERNMENT, I WOULD LIKE  
TO INVITE (NAME OF COMPANY) TO PARTICIPATE IN THE UNITED  
STATES EXHIBITION WHICH THE U.S. DEPARTMENT OF COMMERCE  
AND THIS EMBASSY WILL ARRANGE AT THE FIRST LAGOS INTER-  
NATIONAL TRADE FAIR NOVEMBER 27-DECEMBER 11, 1977.

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2. AS I AM SURE YOU ARE AWARE FROM YOUR PREVIOUS SALES  
EFFORTS IN NIGERIA, NIGERIA'S OIL FUELED ECONOMY IS  
CREATING A RAPIDLY GROWING DEMAND FOR A HOST OF IMPORTED  
PRODUCTS AND SERVICES. IMPORTS OF GOODS AND SERVICES  
TOTALED MORE THAN DOLS 9 BILLION IN 1976. U.S. BUSINESSES  
LIKE YOU HAVE BEEN RESPONSIBLE FOR RAISING U.S. EXPORTS

PAST THE DOLS 700 MILLION MARK LAST YEAR, BUT MORE CAN  
AND NEEDS TO BE DONE TO INCREASE OUR SALES TO THIS  
LUCRATIVE MARKET, WHICH IS THE MOST POPULOUS ON THE EN-  
TIRE AFRICAN CONTINENT.

3. YOUR COMPANY'S PARTICIPATION IN THE UNITED STATES  
GOVERNMENT EXHIBITION - WITH ITS CLEAR IDENTIFICATION  
AS AN AMERICAN COMPANY SUPPORTED BY ITS HOME GOVERNMENT -  
WOULD BE A CONVINCING ASSERTION OF YOUR INTEREST IN  
NIGERIA AND OF YOUR COMPANY'S DESIRE TO PARTICIPATE IN  
NIGERIA'S AMBITIOUS DEVELOPMENT EFFORTS. NIGERIA'S  
DEVELOPMENT PROGRAM THROUGH 1980 CALLS FOR THE EXPENDITURE  
OF DOLS 43 BILLION BY THE PUBLIC SECTOR ALONE IN SUCH  
AREAS AS TRANSPORTATION, AGRICULTURE, POWER GENERATION,  
COMMUNICATIONS, HEALTH, EDUCATION, AND PETROCHEMICALS.

4. THE NIGERIAN GOVERNMENT IS PLACING GREAT STRESS ON  
THIS FAIR, ITS FIRST MAJOR VENTURE INTO THE INTERNATIONAL  
TRADE FAIR FIELD. NIGERIAN FEDERAL AND STATE OFFICIALS,  
SO VITAL TO THE CONTRACT AWARDED PROCESS, HAVE EMPHASIZED  
TO ME AND MY STAFF THEIR DESIRE TO SEE A SIGNIFICANT  
AND HIGHLY VISIBLE PRESENCE BY AMERICAN FIRMS IN THE  
FAIR. IN THE U.S. PAVILION, WE CAN ENSURE THAT VISIBILITY,  
AND IDENTIFY U.S. INDUSTRY AS A COLLABORATOR IN THE  
NIGERIAN DEVELOPMENT PROCESS.

5. LET US HELP YOU TO EXPAND YOUR ACCESS AND SALES TO  
THIS EXCITING AND PROFITABLE TWO MILLION BARREL-A-DAY  
MARKET. CALL OR WRITE NOW TO RESERVE SPACE FOR YOUR  
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COMPANY IN THE U.S. EXHIBITION. MRS. SALLY MILLER, COUNTRY  
MARKETING MANAGER FOR AFRICA, AT THE U.S. DEPARTMENT OF  
COMMERCE, WASHINGTON, D.C. (202-377-4927) OR MR. HARRY  
CAHILL, ECONOMIC/COMMERCIAL OFFICER, AT OUR EMBASSY HERE  
IN LAGOS (P.O. BOX 554, TEL. 57320) WILL BE HAPPY TO PRO-  
VIDE YOU WITH THE DETAILS OF BOOTH SIZE AND COST,  
NECESSARY PARTICIPATION DOCUMENTATION, OTHER ANTICIPATED  
EXPENSES AND HELPFUL TRAVEL INFORMATION.  
SINCERELY, AMBASSADOR DONALD B. EASUM, AMERICAN EMBASSY,

LAGOS, NIGERIA.

6. POST IS REQUESTED REVIEW DRAFT TEXT AND CABLE ASAP  
ANY CHANGES DESIRED TO USDOC/OIM. LETTER WILL THEN BE  
PREPARED HERE FOR MAILING TO FIRMS.  
VANCE

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01-Jan-1994 12:00:00 am  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
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**Copy:** SINGLE  
**Sent Date:** 14-Apr-1977 12:00:00 am  
**Decaption Date:** 01-Jan-1960 12:00:00 am  
**Decaption Note:**  
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**Disposition Approved on Date:**  
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**Disposition History:** n/a  
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**Drafter:** SMILLER:DFF  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
**Expiration:**  
**Film Number:** D770130-1205  
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**Litigation History:**  
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**Message ID:** 692d23a5-c288-dd11-92da-001cc4696bcc  
**Office:** ORIGIN COME  
**Original Classification:** UNCLASSIFIED  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
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**Page Count:** 3  
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**Previous Classification:** n/a  
**Previous Handling Restrictions:** n/a  
**Reference:** n/a  
**Retention:** 0  
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**Review Event:**  
**Review Exemptions:** n/a  
**Review Media Identifier:**  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**SAS ID:** 2803497  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** LAGOS TRADE FAIR TEXT OF PROPOSED SOLICITATION LETTER TO RECRUIT AMERICAN FIRMS FOR USG EXHIBITION AT LAGOS  
FAIR APPEARS BEL  
**TAGS:** BEXP, BGEN, NI  
**To:** LAGOS  
**Type:** TE  
**vdkgvkey:** odbc://SAS/SAS.dbo.SAS\_Docs/692d23a5-c288-dd11-92da-001cc4696bcc  
**Review Markings:**  
Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
22 May 2009  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009